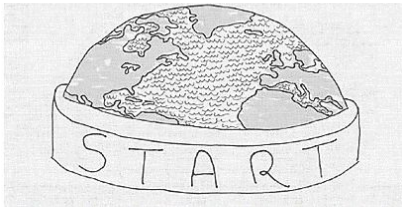


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# ***Start Something That Matters***

## Ch. 3: Being Resourceful Without Resources

Answer the following questions in complete sentences. (due Tue., 5/14/2019) [10 points]

<p>1. How can having limited resources actually work to your advantage? What products or services are must-haves when starting a business?</p>	
<p>2. What free resources do you have at your disposal that you could use to start a new project or business? Which of your friends or family members could you reach out to for help?</p>	
<p>3. What did Blake's mom create, and how did she get her product sold successfully?</p>	
<p>4. What type of challenges do organizations face when they get bigger? As a business begins to scale, how do you keep the "magic" of the start-up phase?</p>	
<p>5. On a number of occasions, Blake positioned to potential partners and customers that TOMS was bigger than it actually was. How did he do this? What are the positive qualities that you assume large companies have that smaller companies don't? What advantages do smaller companies have?</p>	

<p>6. Explain the following quote and its significance: "Success is the ability to go from one failure to another with no loss of enthusiasm." (Winston Churchill).</p>	
<p>7. Can you think of any other companies known for their humble beginnings? How does that aspect of their story influence your attitude toward the company?</p>	
<p>8. What experiences did Blake have prior to creating TOMS that helped him get started?</p>	
<p>9. If an investor gave you a million dollars to start a business, how would your approach compare to just having \$1,000 of your own money? What are the advantages and disadvantages of each situation?</p>	
<p>10. Antoine de Saint-Exupery once said, "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." Identify three aspects of a certain business that could be eliminated without diminishing the quality of the product or service being offered.</p>	